

Does It Pay to Advertise?

—Ask Mack Gardner

Yesterday I advertised in The Republican that I had "picked up" some good stones in solitaires and novel settings and that as usual here, they were to be sold quickly at 25% to 35% less than they would be priced elsewhere for.

Yesterday as a result I sold more than \$850 in diamonds and diamond pieces. One sale was over \$350 for a solitaire. Two others, one a ring, the other a stick pin sold for a total of \$270. The other sales were smaller.

If you want to know whether it pays to advertise or not, ask Me! If it didn't pay me to advertise, I wouldn't do it, and so too, if it didn't pay folks to buy diamonds from me, they wouldn't do it.

If you are not a judge of diamonds consult any of the leading business men of Phoenix, for nearly every one of them has made purchases from me and will heartily endorse your buying from me.

The whole thing in a nutshell is this: I SAVE YOU FROM 25% TO 35% ON EVERY DIAMOND YOU BUY FROM ME. Come in and see!

Mack Gardner Arizona's Diamond King
45 N. Central Ave. Jeweler and Diamond Broker

WHITE MOUNTAIN ICE CREAM

FREEZERS

No doubt this hot weather is making you think about what make of freezer you should buy. Get a tripple motion, quick freezing White Mountain.

G. and E. Electric Fans, Water Cooler, Refrigerators

EZRA W. THAYER

Everything In Hardware

124-130 E. Washington St.

127-133 E. Adams

OUR STORE WILL BE CLOSED on EACH SATURDAY at 1 p.m.

From June 15th to September 1st all the Hardware Stores, Lumber Yards and Implement Dealers with one exception will do likewise.

This is not a war measure but for the benefit of our employes. Being short of help in all departments we are giving a half holiday each week during the summer which we believe they are entitled to.

We ask our customers to please co-operate with us to the extent of placing their orders so that we can make deliveries before Saturday noon.



**PALACE HARDWARE
& ARMS COMPANY**
Wholesale—Phoenix, Ariz.—Retail

EMPRESS THEATER

Presents

PEGGY HYLAND

In

"PEG OF THE PIRATES"

Also

MUTT AND JEFF

Coming Sunday "Joan of Plattsburg"

If you're American and can't fight, boost, it'll help

THE HIP

Last times

Priscilla Dean

In a better yarn than Triby

**The
Two-Souled
Woman**

A devil and an angel in one woman's body

Current Events today

Tomorrow Viola Dana in
"The Only Road"

LAMARA

Last times today

W. S. HART

In

**BLUE BLAZES
RAWDEN**

An Indian Girl loved a lumber-jack

Burton Holmes in Hawaii

Tomorrow Sussie Hayawaka in
"Hidden Pearls"

FLAG DAY PROGRAM PREPARED BY WOMEN

The Missionary department of the Woman's Union of the First Baptist church, Third Avenue and Monroe street, will hold a meeting in the lecture room of that church at 2:30 o'clock tomorrow afternoon.

The program will include "An Oriental Travelogue," given by seven women.

The cradle songs of several nations will be sung. There will be other music, both instrumental and vocal.

It being "Flag Day," there will be an exhibit of over 100 flags. This collection is known as "The Flags of All Nations." A brief history of the "Stars and Stripes" will be given.

The program committee has extended an invitation to all women to attend.

COMPANY ENJOYS SHOOTING MATCH

About 40 members of Company A went to the rifle range Sunday afternoon for their monthly shoot. Much excellent shooting was a feature of the day. Corporal Wilson was first with a score of 47 out of a possible 50. Private Knapp was second with 45 and there were many who came just under the mark. The total scores will be published as soon as available. After the shoot the company met around a bounteous spread of "eats" and every one did full justice to it whether they did good shooting or not. Captain Heath promises much of interest during the next two months and says he can use two more good men. From present indications it appears that Company A has won the cup presented for the company having the largest percentage of members present.

Dance TONIGHT

**Wickersham
Academy**

DANCE IN COMFORT

Phone 1262

Fred L. Hart's

GARAGE

Second Ave. & Van Buren St.

Phone 1201

**IT'S COOL
AT THE
COLUMBIA**

**MRS.
VERNON
CASTLE**

The most beautiful dressed woman in America

In

**THE HILLCREST
MYSTERY**

Screen Telegram
Slippery Slim Comedy

VACATION FUND WILL BE USED FOR HOME FOLK

Making a radical change in its summer policy, the Business Girls' club will not conduct a vacation camp at Iron Springs this season, but will use its fund of \$400 for amusements for the benefit of the girls who stay at home. Believing it will be able to reach more in need of recreation by this means, the club has decided to devote its time and funds during the summer days to the many rather than to the few who could be reached by the vacation camp plan.

Once a week until autumn, a jolly good time will be arranged for every girl in the city who has found it impossible to get away for a time. In this way the long hot weather period will be broken for the stay-at-homes, by pleasant diversions now and then providing the young women with a real calendar of events during July and August. A special committee has been appointed to arrange the events, the members being Mrs. Helen Sterling, Mrs. Lucy Oldham, Miss Frances Rogers, Miss Hannah Eggleston and Miss Norma Gilpin.

This was one of the important matters discussed at the last meeting of the club for the season when officers for the ensuing year were elected. Miss Winnie Wise was chosen president, and serving with her will be Miss Bernice Eggleston, vice-president; Mrs. Helen Sterling, recording secretary; Miss Lella Seamon, corresponding secretary, and Mrs. Ellen Copper, treasurer.

The club will send four delegates to the "Y" conference at Asilomar, the delegates representing the organization at the city conference. Miss May Porter, secretary of the "Y," will leave Tuesday, June 25, chaperoning a group of girls from the H-Y club to the student conference that will precede the city conference. During her absence, her assistant, Miss Miriam Dean, will act as secretary of the "Y."

The Business Girls' club, one of the most active branches of the "Y," has contributed to its war fund. This was brought out in the annual report of Miss Chris Satterwhite, retiring club president. Her report follows:

"The second year of the Business Girls' club has been one in which the club, profiting by the splendid basis laid since its organization and for which we owe much to Miss Pat Davidson, has progressed and accomplished at least some of the things for which it was organized.

"October 8 we held our annual election of officers in the old Central school building. The next week the new officers were installed with a simple but impressive candle service which emphasized the purpose of the Business Girls' club as an organization seeking to promote friendliness and good fellowship.

"In November the regular business meeting was preceded by a short program and interesting talks were given by Dr. Neff and Miss Armstrong. Later in the month came the annual membership banquet, a splendid membership campaign resulted in the adding of 131 names to our roll and the giving of honors to Mrs. Sterling's team which did such excellent work. Following a fine program, a revision of our constitution was accepted by the club.

"Outstanding events by months are as follows:

"December—Christmas party at which some of the Y. M. C. A. men were entertained.

"January—Illustrated talk on Africa given at the Woman's club by Miss Bartlett of Chicago.

"February—Valentine party given by the losing teams in the membership contest.

"March—Fudge party.

"April—Trunk ride and wiener roast at Papago park.

"May—Salmagundi circus. Party given by the Y. W. C. A. board at Mrs. Tuttle's.

"Several splendid programs have been given and among the speakers and entertainers we have been fortunate in having Dean Scarlett, Miss Wilkie, Sergeant Mitchell, Mr. McElroy, Mrs. Callahan, Mrs. Demorest, Mrs. Thompson, Mrs. Frazier M. Saxon, Mr. Coligny and Miss Hazard.

"During the year the club has bought a Liberty bond, pledged \$100 to the Y. W. C. A. war work fund, and contributed to the Red Cross service fund by making knitting bags, the proceeds from their sale turned over to that department of the Red Cross. As a dark horse team our club girls contributed a great deal to the success of the Y. W. C. A. finance campaign.

"A house movie given in March earned over \$90 of our war work pledge. The Salmagundi circus netted our club \$147.65 which will be used in sending delegates to the Y. W. C. A. conference at Asilomar.

"Our club was represented in the various patriotic parades and our members helped in the Red Cross drive. Toys were contributed at Christmas time for the Salvation Army Christmas tree and newspapers and magazines have been sent to the soldiers at camp as well as special gifts and letters at Christmas time. We also had a share in the welfare exhibit at the state fair.

"The possibility of a splendid year of growth and development for our club lies ahead of us. In order to reach that goal there is need for greater co-operation, a need that every member be busy, having some share in club activities, and the need for an increasing friendliness that we may heartily welcome every new comer into our club."

**CLAY BIRD BETTER
THAN THE LIVE ONE**

(Popular Mechanics)

From the covert of the brown wooden shelter perched on its 16-foot legs there suddenly darted into the ken of the waiting sportsman a ghostly sort of a white bird. Horizontally, as straight as an arrow and nearly as swift as one, it sped across the space to another tower a hundred feet or more away.

The double flew to the shoulder of the marksman, light-blue vapor puffed from the muzzle, the nitro cracked sharply. Promptly the white bird ceased its level gliding, it fell straight down six inches or more, then it dangled in unbirdlike fashion at the end of a rod to which its beak was fastened.

Again the marksman closed the gun on a fresh cartridge and stood ready. That was easy, he told himself; all you had to watch for was the white bird, dove-size and shape, darting out from the shelter of either of the board

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You Should Use

The Dayton Airless Clincher Tire

1. It is an easy riding tire.
2. It is neither solid nor pneumatic.
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5. It fits all standard Clincher Rims.
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Of
Which
Are:

For Light Delivery and Pleasure Cars

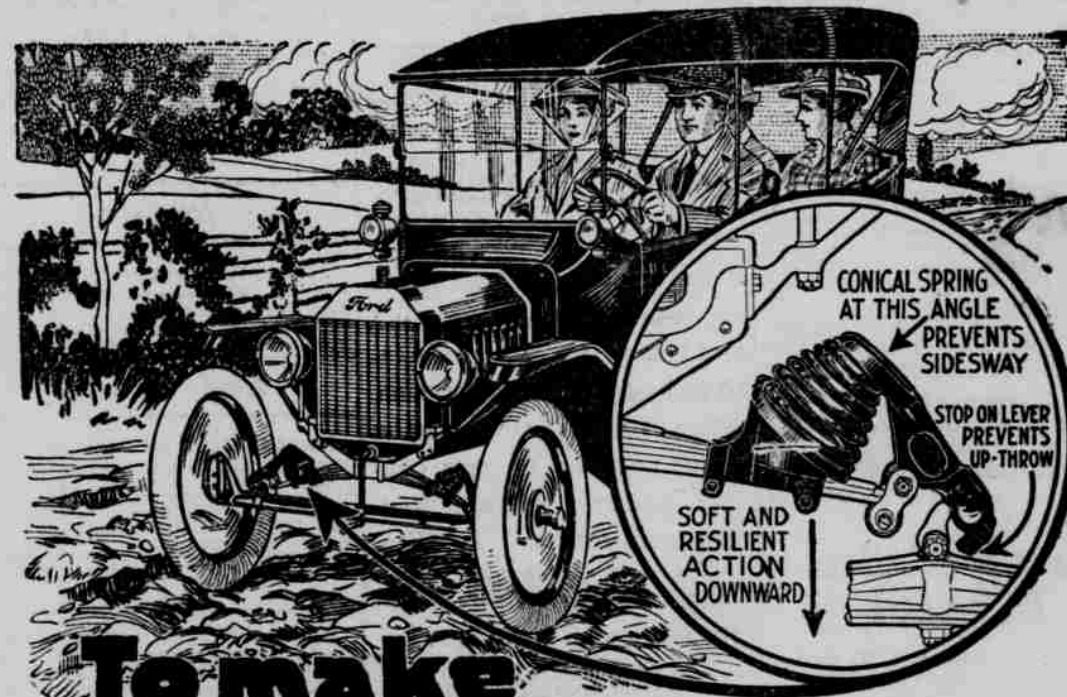
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horizontal dart of bird from tower shelter, there suddenly leaped from the little house on the ground either the selfsame bird or one much like it. Upward, across the line of fire and toward the shooter it moved, a combination of pace that would puzzle the most expert. The bark of the double produced nothing but jeers from the spectators, the white bird hastily darted into the shelter of the left tower partition, and disappeared.



To make
your FORD ride EASY
on ROUGH roads

take the weight of the car body and the passengers off the axles and put it on HASSLER SHOCK ABSORBERS. Then every jolt will be changed into a quiet, restrained, smooth, springy motion. You will ride along in comfort the same as if you had a car costing as high as \$2000.00. At the same time that the

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FORD
Cars



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Shock Absorber

takes the strain off of you, it also takes the strain off the car itself. Instead of ruts and "thank-you-mas-ams" jarring every part of the car and wearing the tires, the entire car is protected as if running on cushions. By actual tests this means a saving in maintenance of at least a third so that if your present cost averages \$30.00 per year, the HASSLER SHOCK ABSORBER will save you at least \$10.00.

Different from all others—will not strike Lamp Brackets or Body

These shock absorbers may be applied in a few hours by anyone familiar with automobiles. No special tools required except a Ford rear wheel puller. No cutting or drilling to be done. Full illustrated instructions for applying with each set. One size and type is used for touring cars, town cars and commercial cars. Special light-weight springs, however, are to be used for the rear of roadsters.

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